

# Online Billing: A sensible option for law firms



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Consumers it seems are not too concerned with paying for services online. In fact,

*"Sixty four per cent of all adults...(having accessed the Internet in the three months...) had ever purchased goods or services over the Internet in 2009. Of these, 83 per cent (26 million) had purchased within the last three months."*<sup>1</sup>

So there is little to suggest that clients who are given the option to pay online once invoiced from their solicitor, will not take up the offer.

## Why?

For the client, they can pay discreetly, easily and know that money has been transferred. For a solicitor, there are reduced waiting times for cheques to clear and lost post problems. Once you are ready to bill your client, you click a button and the client has their bill emailed with a link to the payment page on your website.

Moreover, your account management may become more effective. This is so for example when you integrate account software that can alert a client when their bill remains outstanding and always provides them with a direct link to the payment page on your website.

## How?

There are many options and providers for online billing and most of the major banks will offer a service for businesses. The most important aspect of launching online billing is how the payment page is integrated into your existing website. Also, there are many security issues that you will have to overcome before your clients can pay online.

## Help!

That's where we come in! We can provide a full assessment and consultation that will provide you with all the information and options to help you make a decision. We always try provide the most cost effective solution whilst trying to maintain a professional and trustworthy image of your firm. We are able to integrate most payment gateways into your website with our bespoke programming service. Just call us for details.

Why not contact Avanti Web Media today?

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